



World Soft Power Index 2022



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ISSF's World Soft Power Index 2022

Final Rankings (Evaluation across 10 criteria for maximum of 200 points)

1.  USA (+164 Points)
2.  FRANCE (+139 Points)
3.  GERMANY (+133 Points)
4.  JAPAN (+ 129 Points)
5.  UNITED KINGDOM (+122 Points)
6.  SWITZERLAND (+ 106 Points)
7.  ITALY (+96 Points)
8.  SOUTH KOREA (+89 Points)
9.  SPAIN (+88 Points)
10.  CHINA (+ 87 Points)
11.  INDIA (+82 Points)
12.  SWEDEN (+75 Points)
13.  CANADA (+65 Points)
14.  AUSTRALIA (+64 Points)
15.  DENMARK (+ 56 Points)





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Economic Criteria



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Economic Aid Disbursed

1.  USA
2.  GERMANY
3.  UNITED KINGDOM
4.  JAPAN
5.  CHINA*
6.  UNITED ARAB EMIRATES
7.  FRANCE
8.  TURKEY
9.  CANADA
10.  SWEDEN



*Penalised for offering harsh and ambiguous terms.

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Stability of economy and currency

1.  SWITZERLAND
2.  DENMARK
3.  NORWAY
4.  SINGAPORE
5.  SWEDEN
6.  FINLAND
7.  GERMANY
8.  USA
9.  NETHERLANDS
10.  CANADA



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Influence in multilateral institutions

1.  USA
2.  CHINA
3.  FRANCE
4.  UNITED KINGDOM
5.  JAPAN
6.  GERMANY
7.  INDIA
8.  RUSSIA
9.  SAUDI ARABIA
10.  CANADA



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Strength of Passport

1.  JAPAN
2.  SINGAPORE
3.  SOUTH KOREA
4.  GERMANY
5.  SPAIN
6.  FINLAND
7.  ITALY
8.  AUSTRIA
9.  DENMARK
10.  NETHERLANDS



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Political Stability

1.  SWITZERLAND
2.  DENMARK
3.  NORWAY
4.  SINGAPORE
5.  SWEDEN
6.  FINLAND
7.  UAE
8.  USA
9.  FRANCE
10.  AUSTRALIA





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Political and
Cultural Criteria



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Entertainment and Media Penetration

1.  USA
2.  JAPAN
3.  INDIA
4.  SOUTH KOREA
5.  UK
6.  FRANCE
7.  TURKEY
8.  CHINA
9.  ITALY
10.  SPAIN



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**Tourism (Infrastructure + Footfall +
Receipts + Visitor's satisfaction)**

1.  FRANCE
2.  ITALY
3.  USA
4.  SPAIN
5.  THAILAND
6.  SWITZERLAND
7.  TURKEY
8.  CHINA
9.  GERMANY
10.  UNITED KINGDOM



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Linguistic Compatibility (How well does the world understand you?)

1.  CANADA
2.  USA
3.  UK
4.  AUSTRALIA
5.  SPAIN
6.  FRANCE
7.  SWITZERLAND
8.  INDIA
9.  GERMANY
10.  PORTUGAL



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Brand Recognition

1.  USA
2.  JAPAN
3.  GERMANY
4.  SOUTH KOREA
5.  UNITED KINGDOM
6.  FRANCE
7.  ITALY
8.  SWITZERLAND
9.  CHINA
10.  INDIA



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Familiarity with cultural symbols

1.  USA
2.  JAPAN
3.  ITALY
4.  FRANCE
5.  INDIA
6.  UNITED KINGDOM
7.  CHINA
8.  SPAIN
9.  GERMANY
10.  SOUTH KOREA



